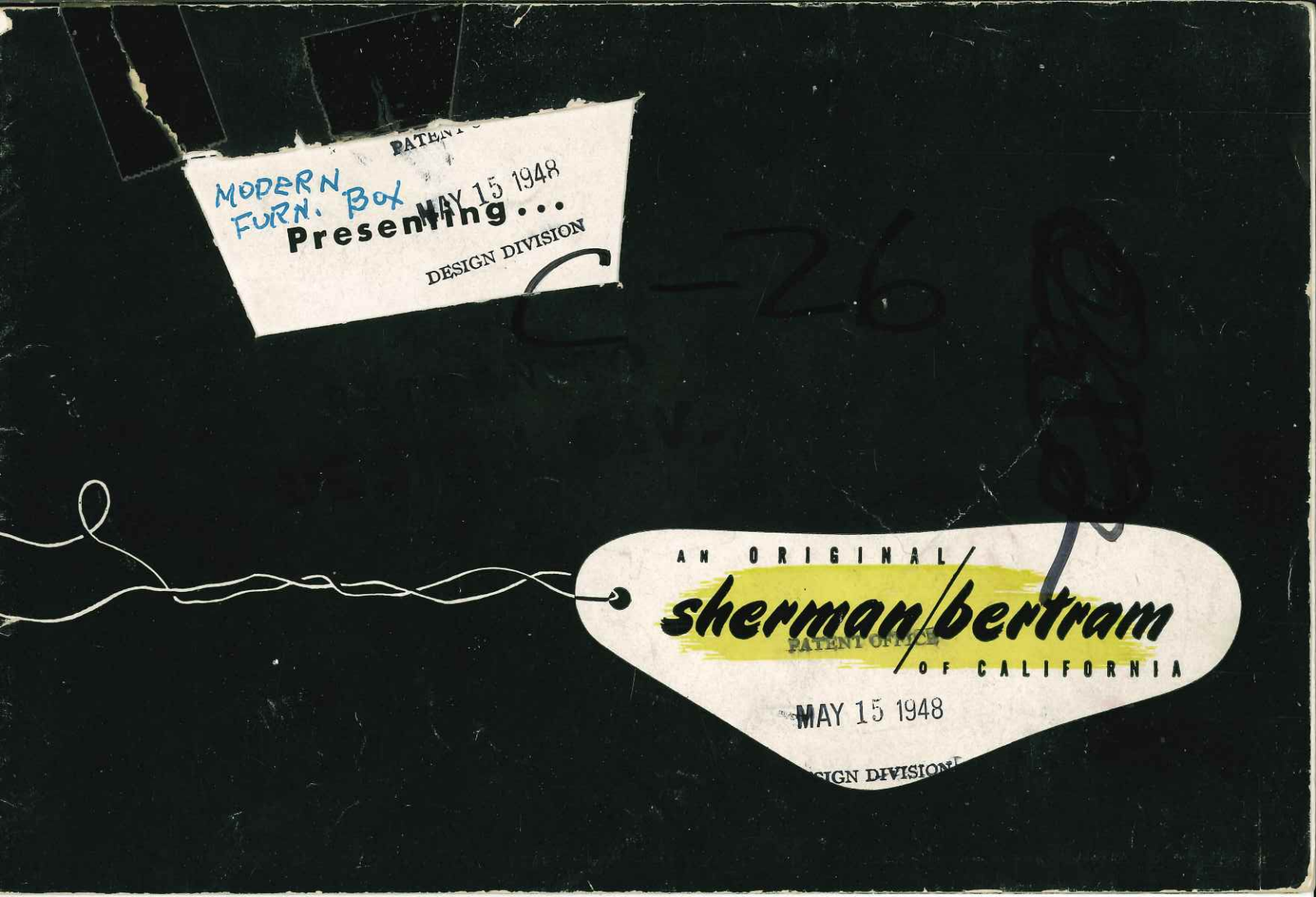
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Presenting...
MAY 15 1948
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AN ORIGINAL
sherman/bertram
OF CALIFORNIA
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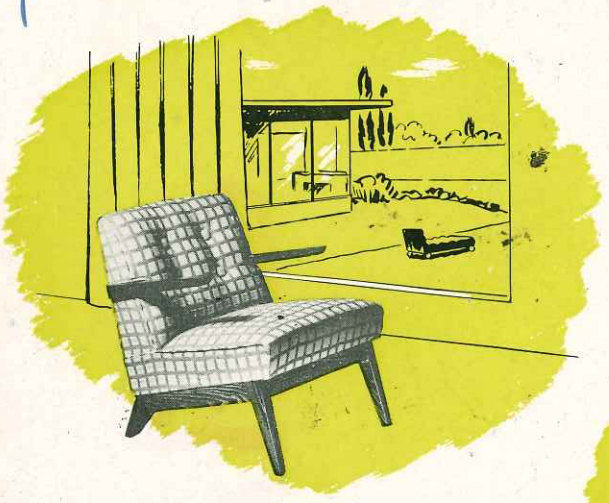

fauteuils

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Presenting . . .

Colorful California Contemporary

High noon in California, where the sun is like a sword striking fresh, clean color out of mountains, and desert, and sea. Here is a source of unfailing, vivid inspiration for the spirit of design. And here design is creating a new mood for living, composed of comfort, relaxation, the refreshment of color, the unaffected elegance of simple lovely lines.

This is the mood captured by the furniture originals of ***sherman/bertram*** . . . a mood truly Californian, yet offering something new and real for all America . . . West, Midwest, Deep South, Southwest. It fills a need wherever people make use of Home as a place to nourish and foster the warmth and congeniality of the American family group.

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4

the gracious *South*

For the manor house of the Deep South, a new interpretation of interior architectural splendor! Here the wide, expansive sweep of the sofa emphasizes a graciousness as alive today as it was a hundred years ago. The classic, simple design suggests the stability of long tradition in a changing world... the lighter lines of companion pieces pick up the delicacy of Southern beauty. The subtle symmetry of texture and pattern re-awaken a spirit of restfulness, poise and charm.

Shangri-La Sectional

Again, the spirit of Contemporary design, creatively interpreted by ***sherman/bertram,*** demonstrates its ability to blend with and become part of every regional mood. Graciousness, elegance, comfort... the true feeling of the old South . . . finds in this furniture a superb expression for today's living.

RETURN TO
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the great *Mid-west*

Perhaps the wind from the lake is tearing at the walls outside, and freezing rain is knifing through the darkening sky. It wouldn't matter here, where the spirit of California Contemporary carries with it a climate and atmosphere of its own. Here is a fresh, spontaneous use of pattern and color which deftly enhances well-being. Here is a setting for long evenings of animated conversation, of "being together" in cheer and loveliness.

And, subtly holding the mood together is the elegance of clean lines and simple masses, delightful to the eye, restful to the body, always interesting to the mind.

sherman/bertram design furniture to make leisure a living experience.

Mandarin Chair • Patch Pocket Sofa • 5100 Desk or Dining Chair Rickshaw Chair

p. 7

the metropolitan *East*

Can an apartment in New York or a small cottage in Cape Cod be large and generous in spirit? California Contemporary design provides a pleasurable answer.

Note that the prevailing impression here is one of comfort; comfort made rich and luxurious by style. Here is the restfulness of broad, generous lines and masses... neatly accented with sharp light lines... and the stimulation of new patterns and unusual contrasts in texture and color.

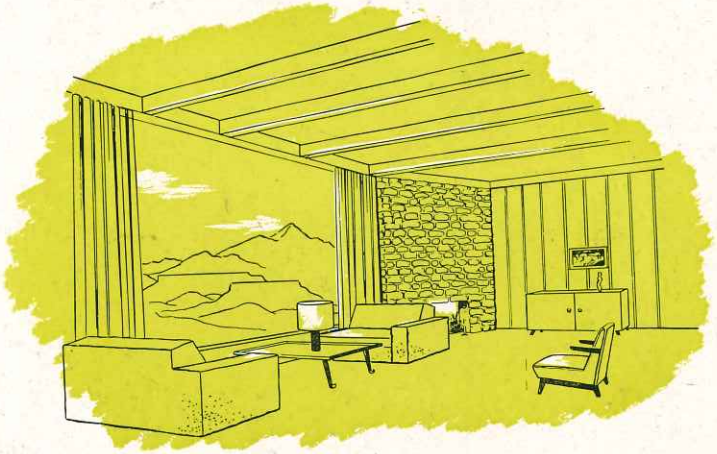
Ming Sofa • Patch Pocket Chair

While the body takes its ease, the senses come glowingly alive! Yet these pieces are handled with such compactness that average apartment living room space is ample to enclose them... actually welcomes their functional space saving.

the cosmopolitan *Southwest*

Texas, Oklahoma, New Mexico, Arizona, Colorado... the great spaces, the great Southwest. Here the new architecture is building homes whose fourth wall is the horizon itself, curving away into unlimited distance. For such settings ***sherman/bertram*** has created furniture which is wholly unique, furniture which seems to rise from the solid surface of the earth, boldly asserting its own massiveness and strength. There is no room, here, for trivial adornment and surface prettiness. The setting calls for ruggedness and power, and these qualities are implicit in every line of the furniture shown here. The effect is one of perfect harmony and unity between indoors and out.

But while the design is breathtaking and imaginative, its functional quality remains first in importance... the provision of comfort, relaxation, and peace.



B-19 Sofa

the casual *West*

California is not a place but a mood. It's a mood which awakens wherever the sunlight glint on the Pacific beaches . . . La Jolla or Hawaii, Laguna or Puget Sound. There is a glowing expectancy, the enthusiasm of great beginnings, the excitement of discovering a new, more colorful, more pleasurable way to live.

Casual, colorful, comfortable, adventurous... this is the essence of life along the Western Shores. It is such spirit which inspired this room, and the ***sherman/bertram*** originals which create its atmosphere.

Playful? Yes. Gay and uninhibited? Yes. And why not? This is furniture designed to help one feel that life is good.

Constellation Sectional • 5600 Occasional Chair

Contemporary for den and office

As a modern businessman, you fly nothing but Stratoliner, you ride nothing but streamliner. In car or equipment you want nothing but the latest, the sleekest, the most efficient. Why then should your den or office resemble a caucus room in a 1915 Washington hotel... or perhaps the cluttered darkness of a 19th century English tap room?

sherman/bertram interprets the Contemporary mood for work and study, as well as for the leisure hours. Styled in simple, ample lines, durably covered in suitable fabrics, this small office sofa and chairs provide an atmosphere in which quiet comfort enhances dignity. And there is no fussiness, nothing to distract or fatigue the eye. This is furniture for working... forms in fabric and wood that inspire, or provide a haven. Designed to serve a purpose... they serve it well.

5100 Chair, Duran Covered • Mandarin Love Seat, Duran Covered

Designed For Living

The furniture created by Sherman-Bertram is a living expression of the California mood. It is designed for color, for charm, for peaceful living, and for loveliness. Its appeal is a result of an emphasis on simplicity of design and comfort. These pieces have been planned to add grace to both large and small homes and apartments.

Utilizing only the finest fabrics, filling materials, and frames built of carefully selected hardwoods, it is furniture which sets a standard not only in design but in quality... because only furniture built to such standards can carry the label...

AN ORIGINAL sherman/bertram OF CALIFORNIA